

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUG. 27-SEPT. 2, 1984 2

| Program Name | New York Time | | | Ntwk | NIELSEN AVERAGE AUDIENCE | | | No. Sta. | Prog. Covg. | Program Name | New York Time | | | Ntwk | NIELSEN AVERAGE AUDIENCE | | | No. Sta. | Prog. Covg. |
|-----------------------------|---------------|-----|------|------|--------------------------|---------|----|----------|-------------|------------------------------|---------------|-----|-------|------|--------------------------|---------|----|----------|-------------|
| | Duration | Day | | | Households (000) | Share % | | | | | Duration | Day | | | Households (000) | Share % | | | |
| EVENING | | | | | | | | | | | | | | | | | | | |
| A TEAM | 8:00 | 60 | TUE. | N | 13,320 | 15.9 | 30 | 211 | 99 | JENNIFER SLEPT HERE | 8:30 | 30 | WED. | N | 10,310 | 12.3 | 22 | 186 | 93 |
| ABC BUSINESS BRIEF-WED | 8:58 | 01 | WED. | A | 12,650 | 15.1 | 26 | 207 | 99 | KATE & ALLIE | 9:00 | 30 | MON. | C | 9,470 | 11.3 | 18 | 175 | 94 |
| ABC BUSINESS BRIEF-FRI | 8:42 | 01 | FRI. | A | 10,310 | 12.3 | 26 | 198 | 98 | KNIGHT RIDER | 8:00 | 120 | SUN. | N | 8,040 | 9.6 | 19 | 177 | 90 |
| ABC COMEDY SPECIAL-FRI(S) | 10:30 | 30 | FRI. | A | 7,460 | 8.9 | 18 | 195 | 98 | LEGMEN SP.(S) | 10:00 | 60 | SAT. | N | 5,780 | 6.9 | 14 | 187 | 94 |
| ABC MOVIE SPECIAL-MON.(S) | 9:00 | 120 | MON. | A | 12,070 | 14.4 | 24 | 165 | 93 | LOVE BOAT | 9:00 | 120 | SAT. | A | 11,560 | 13.8 | 27 | 209 | 99 |
| ABC MOVIE SPECIAL-TUE.(S) | 9:00 | 120 | TUE. | A | 13,410 | 16.0 | 28 | 206 | 99 | MAGNUM, P.I. | 8:00 | 60 | THU. | C | 12,820 | 15.3 | 29 | 206 | 99 |
| ABC MOVIE SPECIAL-THU.(S) | 8:00 | 120 | THU. | A | 6,370 | 7.6 | 14 | 196 | 97 | MAMA'S FAMILY | 9:30 | 30 | SAT. | N | 8,630 | 10.3 | 20 | 191 | 97 |
| ABC NEWSBRIEF-M-F | VAR | 01 | TU-F | A | 10,640 | 12.7 | 22 | 202 | 99 | MASTER | 8:00 | 60 | FRI. | N | 7,960 | 9.5 | 20 | 173 | 91 |
| ABC NEWSBRIEF-SAT. | 10:07 | 01 | SAT. | A | 12,570 | 15.0 | 29 | 207 | 99 | MATT HOUSTON | 9:00 | 90 | FRI. | A | 9,800 | 11.7 | 22 | 196 | 99 |
| ABC NEWSBRIEF-SUN. | 10:01 | 01 | SUN. | A | 11,560 | 13.8 | 26 | 149 | 88 | MIKE HAMMER | 10:00 | 60 | THU. | C | 11,820 | 14.1 | 25 | 202 | 93 |
| ABC SPORTS UPDATE-SAT | 8:58 | 01 | SAT. | A | 9,050 | 10.8 | 22 | 206 | 99 | MOVIE OF THE WEEK-FRIDAY | 9:00 | 120 | FRI. | N | 8,550 | 10.2 | 20 | 179 | 94 |
| ABC SPORTS UPDATE-SUN | 8:34 | 01 | SUN. | A | 8,800 | 10.5 | 21 | 196 | 97 | NBC MONDAY NIGHT MOVIES | 9:00 | 120 | MON. | N | 13,990 | 16.7 | 28 | 185 | 97 |
| ABC SUNDAY NIGHT MOVIE | 9:00 | 120 | SUN. | A | 11,060 | 13.2 | 25 | 149 | 88 | NBC NEWS DIGEST-M-F | 8:58 | 01 | M-F | N | 8,800 | 10.5 | 19 | 169 | 82 |
| ABC WORLD NEWS TONIGHT | 6:30 | 30 | M-F | A | 7,960 | 9.5 | 21 | 206 | 99 | NBC NEWS DIGEST-2-M-F | 9:58 | 01 | TU&TH | N | 8,720 | 10.4 | 18 | 186 | 90 |
| AFTERMASH | 8:00 | 30 | TUE. | C | 7,120 | 8.5 | 17 | 190 | 97 | NBC NEWS DIGEST-SAT | 8:58 | 01 | SAT. | N | 7,790 | 9.3 | 19 | 175 | 87 |
| AIRWOLF | 8:00 | 60 | SAT. | C | 6,450 | 7.7 | 16 | 198 | 99 | NBC NEWS DIGEST-SUN | 9:00 | 01 | SUN. | N | 7,120 | 8.5 | 16 | 152 | 80 |
| ALICE | 9:30 | 30 | SUN. | C | 8,380 | 10.0 | 18 | 145 | 84 | NBC NEWS DIGEST-2-SUN. | 9:58 | 01 | SUN. | N | 6,700 | 8.0 | 15 | 161 | 83 |
| BENSON | 8:00 | 30 | FRI. | A | 9,390 | 11.2 | 25 | 199 | 97 | NBC NEWS DIGEST-SAT. | 6:30 | 30 | SAT. | N | 5,530 | 6.6 | 17 | 164 | 91 |
| BOSOM BUDDIES | 9:00 | 30 | SAT. | N | 8,970 | 10.7 | 21 | 186 | 96 | NBC NIGHTLY NEWS | 6:30 | 30 | M-F | N | 7,040 | 8.4 | 18 | 202 | 98 |
| CAGNEY & LACEY | 10:00 | 60 | MON. | C | 9,050 | 10.8 | 18 | 176 | 94 | NEWHART | 9:30 | 30 | MON. | C | 9,300 | 11.1 | 18 | 175 | 94 |
| | | | | | | | | | | | | | | | | | | | |
| CALL TO GLORY | 8:00 | 60 | MON. | A | 11,820 | 14.1 | 25 | 180 | 96 | NEWSBREAK-M-F | 8:58 | 01 | M-F | C | 8,300 | 9.9 | 18 | 182 | 91 |
| CBS EVENING NEWS-RATHER | 6:30 | 30 | M-F | C | 8,800 | 10.5 | 23 | 203 | 99 | NEWSBREAK-SAT. | 8:58 | 01 | SAT. | C | 6,370 | 7.6 | 15 | 188 | 95 |
| CBS SAT. NEWS-SCHIEFFER | 6:30 | 30 | SAT. | C | 5,530 | 6.6 | 17 | 167 | 88 | NEWSBREAK-SUN. | 8:28 | 01 | SUN. | C | 8,630 | 10.3 | 22 | 175 | 92 |
| CBS SATURDAY NIGHT MOVIE | 9:00 | 120 | SAT. | C | 8,880 | 10.6 | 21 | 194 | 98 | NIGHT COURT | 9:30 | 30 | THU. | N | 11,060 | 13.2 | 22 | 200 | 99 |
| CBS TUESDAY NIGHT MOVIES | 9:00 | 120 | TUE. | C | 8,630 | 10.3 | 18 | 198 | 99 | ONE DAY AT A TIME | 8:00 | 30 | SUN. | C | 8,720 | 10.4 | 23 | 185 | 95 |
| CBS WEDNESDAY NIGHT MOVIE | 9:00 | 120 | WED. | C | 9,130 | 10.9 | 20 | 199 | 98 | P.O.P.(S) | 9:30 | 30 | WED. | N | 9,970 | 11.9 | 20 | 190 | 96 |
| CHEERS | 9:00 | 30 | THU. | N | 11,820 | 14.1 | 25 | 208 | 99 | REMINGTON STEELE | 10:00 | 60 | TUE. | N | 10,810 | 12.9 | 24 | 201 | 99 |
| COMEDY ZONE | 8:00 | 60 | FRI. | C | 5,450 | 6.5 | 14 | 199 | 97 | RIP TIDE | 9:00 | 60 | TUE. | N | 11,900 | 14.2 | 25 | 199 | 99 |
| CROSSROADS | 8:00 | 60 | WED. | C | 6,700 | 8.0 | 15 | 202 | 99 | RIPLEY'S BELIEVE IT-NOT | 7:08 | 52 | SUN. | A | 5,200 | 6.2 | 15 | 179 | 95 |
| DALLAS | 9:00 | 60 | FRI. | C | 11,400 | 13.6 | 26 | 204 | 99 | ST. ELSEWHERE | 10:00 | 60 | WED. | N | 9,640 | 11.5 | 22 | 202 | 99 |
| DIFF'RENT STROKES-SAT. | 8:00 | 30 | SAT. | N | 8,800 | 10.5 | 23 | 201 | 98 | SCARECROW & MRS. KING | 8:00 | 60 | MON. | C | 9,220 | 11.0 | 19 | 176 | 94 |
| DOMESTIC LIFE | 8:30 | 30 | TUE. | C | 6,700 | 8.0 | 14 | 189 | 95 | SILVER SPOONS | 8:30 | 30 | SAT. | N | 9,890 | 11.8 | 24 | 200 | 98 |
| DOUBLE TROUBLE | 8:00 | 30 | WED. | N | 9,640 | 11.5 | 22 | 194 | 95 | SIMON & SIMON | 9:00 | 60 | THU. | C | 15,670 | 18.7 | 32 | 205 | 99 |
| DYNASTY | 9:00 | 60 | WED. | A | 12,320 | 14.7 | 25 | 208 | 99 | 60 MINUTES | 7:00 | 60 | SUN. | C | 10,810 | 12.9 | 31 | 203 | 99 |
| FACTS OF LIFE | 9:00 | 30 | WED. | N | 12,490 | 14.9 | 25 | 189 | 96 | STREETS(S) | 10:00 | 60 | SUN. | N | 7,540 | 9.0 | 17 | 165 | 87 |
| FALCON CREST | 10:00 | 60 | FRI. | C | 10,730 | 12.8 | 25 | 204 | 99 | SUMMER SUNDAY USA SP. ED.(S) | 7:44 | 16 | SUN. | N | 3,350 | 4.0 | 9 | 140 | 82 |
| FALL GUY | 8:00 | 60 | WED. | A | 11,730 | 14.0 | 26 | 206 | 99 | T.J. HOOKER | 8:00 | 60 | SAT. | A | 8,130 | 9.7 | 20 | 209 | 99 |
| FAMILY TIES | 8:30 | 30 | THU. | N | 11,560 | 13.8 | 25 | 204 | 97 | TV CENSORED BLOOPERS #7(S) | 8:00 | 60 | MON. | N | 10,980 | 13.1 | 23 | 192 | 97 |
| FOUL UPS, BLEEPERS-BLUNDERS | 8:00 | 30 | TUE. | A | 8,300 | 9.9 | 19 | 197 | 96 | THREE'S COMPANY | 8:30 | 30 | TUE. | A | 9,050 | 10.8 | 19 | 199 | 98 |
| GIMME A BREAK | 8:00 | 30 | THU. | N | 10,480 | 12.5 | 25 | 201 | 99 | TRAPPER JOHN, M.D. | 10:00 | 60 | SUN. | C | 8,300 | 9.9 | 19 | 144 | 84 |
| GOODNIGHT, BEANTOWN | 8:30 | 30 | SUN. | C | 7,210 | 8.6 | 17 | 180 | 94 | 20/20 | 10:00 | 60 | THU. | A | 11,900 | 14.2 | 26 | 207 | 99 |
| HARDCASTLE & MCCORMICK | 8:00 | 60 | SUN. | A | 8,550 | 10.2 | 21 | 195 | 97 | WEBSTER | 8:30 | 30 | FRI. | A | 10,560 | 12.6 | 26 | 199 | 98 |
| HILL STREET BLUES | 10:00 | 60 | THU. | N | 10,060 | 12.0 | 22 | 211 | 99 | NUMBER OF PROGRAMS | 87 | | | | | | | | |
| HOTEL | 10:00 | 60 | WED. | A | 11,400 | 13.6 | 26 | 207 | 99 | | | | | | | | | | |
| JEFFERSONS | 9:00 | 30 | SUN. | C | 7,790 | 9.3 | 18 | 145 | 84 | | | | | | | | | | |

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUG. 27-SEPT. 2, 1984 4

| New York Time | | | | | NIELSEN AVERAGE | | | New York Time | | | NIELSEN AVERAGE | | | | | | | | |
|-------------------------------|----------|-----|---------|---|-----------------|-------|-----------|---------------|----------|---------------------------|-----------------|------------|-------|-----------|-------|-----|----|-----|----|
| Program Name | Duration | Day | Ntwk | | AUDIENCE | | No. Prog. | | Duration | Day | Ntwk | AUDIENCE | | No. Prog. | | | | | |
| | | | | | Households | Share | | | | | | Households | Share | | | | | | |
| | | | | | (000) | % | Sta. | Covg. | | | | (000) | % | Sta. | Covg. | | | | |
| LATE FRINGE | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE | 11:30 | VAR | M-F | A | 4,360 | 5.2 | 15 | 191 | 95 | NEWSBREAK-3.57 | 3:57 | 02 | M-F | C | 5,360 | 6.4 | 20 | 188 | 94 |
| ABC ROCKS | 12:00 | 32 | FRI. | A | 2,010 | 2.4 | 8 | 138 | 75 | ONE LIFE TO LIVE | 2:00 | 60 | M-F | A | 6,540 | 7.8 | 26 | 206 | 99 |
| ABC WEEKEND REPORT-SAT. | 11:30 | 15 | SAT. | A | 3,520 | 4.2 | 12 | 170 | 88 | PRESS YOUR LUCK | 10:30 | 30 | M-F | C | 4,190 | 5.0 | 21 | 160 | 81 |
| ABC WEEKEND REPORT-SUN. | 11:30 | 15 | SUN. | A | 2,930 | 3.5 | 10 | 119 | 75 | PRICE IS RIGHT 1 | 11:00 | 30 | M-F | C | 5,610 | 6.7 | 27 | 204 | 99 |
| CBS NEWS NIGHTWATCH-1 | 2:00 | 30 | M-THSUC | | 1,260 | 1.5 | 15 | 61 | 62 | PRICE IS RIGHT 2 | 11:30 | 30 | M-F | C | 7,540 | 9.0 | 35 | 204 | 99 |
| CBS NEWS NIGHTWATCH-2 | 2:30 | 210 | M-THSUC | | 1,010 | 1.2 | 22 | 95 | 84 | RYAN'S HOPE | 12:30 | 30 | M-F | A | 3,850 | 4.6 | 16 | 178 | 93 |
| CBS SUNDAY NEWS-OSGOOD | 11:00 | 15 | SUN. | C | 4,690 | 5.6 | 12 | 98 | 61 | SALE OF THE CENTURY | 10:30 | 30 | M-F | N | 4,110 | 4.9 | 21 | 148 | 81 |
| DAVID LETTERMAN I | 12:30 | 30 | M-TH | N | 2,510 | 3.0 | 14 | 182 | 97 | SANTA BARBARA | 3:00 | 60 | M-F | N | 2,260 | 2.7 | 9 | 187 | 96 |
| DAVID LETTERMAN II | 1:00 | 30 | M-TH | N | 1,930 | 2.3 | 14 | 182 | 97 | SCRABBLE | 11:30 | 30 | M-F | N | 5,110 | 6.1 | 24 | 194 | 95 |
| EYE ON HOLLYWOOD | VAR | VAR | M-TH | A | 1,420 | 1.7 | 6 | 113 | 67 | SEARCH FOR TOMORROW | 12:30 | 30 | M-F | N | 2,930 | 3.5 | 12 | 154 | 76 |
| FRIDAY NIGHT VIDEOS | 12:30 | 90 | FRI. | N | 2,600 | 3.1 | 15 | 196 | 99 | TODAY SHOW-7.30AM | 7:30 | 30 | M-F | N | 2,930 | 3.5 | 21 | 201 | 99 |
| G MICHAELS SPORTS MACHINE | 12:00 | 30 | SUN. | N | 840 | 1.0 | 3 | 62 | 34 | TODAY SHOW-8.30AM | 8:30 | 30 | M-F | N | 3,770 | 4.5 | 21 | 201 | 99 |
| LATE MOVIE I | VAR | VAR | M-F | C | 3,180 | 3.8 | 15 | 171 | 87 | \$25,000 PYRAMID | 10:00 | 30 | M-F | C | 4,020 | 4.8 | 21 | 165 | 83 |
| LATE MOVIE II | VAR | VAR | M-F | C | 2,680 | 3.2 | 21 | 172 | 88 | WHEEL OF FORTUNE | 11:00 | 30 | M-F | N | 6,200 | 7.4 | 30 | 208 | 99 |
| SATURDAY NIGHT | 11:30 | 80 | SAT. | N | 5,450 | 6.5 | 22 | 201 | 99 | YOUNG AND THE RESTLESS | 12:30 | 60 | M-F | C | 7,540 | 9.0 | 31 | 206 | 99 |
| TONIGHT SHOW | 11:30 | 60 | M-F | N | 5,280 | 6.3 | 20 | 198 | 99 | NUMBER OF PROGRAMS 40 | | | | | | | | | |
| US OPEN HIGHLIGHTS TNS-TU(S) | 11:30 | 30 | TUE. | C | 3,020 | 3.6 | 11 | 185 | 94 | | | | | | | | | | |
| US OPEN HIGHLIGHTS TNS-WED(S) | 11:30 | 30 | WED. | C | 3,100 | 3.7 | 11 | 184 | 93 | | | | | | | | | | |
| US OPEN HIGHLIGHTS TNS-TH(S) | 11:30 | 30 | THU. | C | 2,850 | 3.4 | 10 | 185 | 94 | | | | | | | | | | |
| US OPEN HIGHLIGHTS TNS-FRI(S) | 11:30 | 30 | FRI. | C | 3,770 | 4.5 | 12 | 181 | 91 | | | | | | | | | | |
| NUMBER OF PROGRAMS 20 | | | | | | | | | | | | | | | | | | | |
| WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | |
| ABC DAYTIME NEWSBRIEF-M-F | 2:57 | 02 | M-F | A | 7,290 | 8.7 | 29 | 208 | 99 | ABC WEEKEND SPECIALS | 12:00 | 30 | SAT. | A | 3,520 | 4.2 | 15 | 187 | 95 |
| ABC WORLD NEWS-MORN-615A | 6:15 | 15 | M-F | A | 840 | 1.0 | 14 | 101 | 72 | ABC WIDE WORLD-SPORTS SAT | 5:00 | 90 | SAT. | A | 4,020 | 4.8 | 14 | 206 | 99 |
| ABC WORLD NEWS-MORN-645A | 6:45 | 15 | M-F | A | 1,680 | 2.0 | 18 | 159 | 87 | ALVIN AND THE CHIPMUNKS | 10:30 | 30 | SAT. | N | 6,450 | 7.7 | 28 | 200 | 97 |
| ALL MY CHILDREN | 1:00 | 60 | M-F | A | 7,710 | 9.2 | 29 | 206 | 99 | AMERICAN BANDSTAND | 12:30 | 60 | SAT. | A | 3,520 | 4.2 | 16 | 177 | 87 |
| ANOTHER WORLD | 2:00 | 60 | M-F | N | 4,440 | 5.3 | 17 | 200 | 99 | BEST OF SCOOPY DOO | 11:30 | 30 | SAT. | A | 4,190 | 5.0 | 18 | 196 | 97 |
| AS THE WORLD TURNS | 1:30 | 60 | M-F | C | 6,540 | 7.8 | 25 | 204 | 99 | BISKITTS | 12:00 | 30 | SAT. | C | 3,020 | 3.6 | 13 | 172 | 86 |
| BODY LANGUAGE | 4:00 | 30 | M-F | C | 2,770 | 3.3 | 11 | 113 | 61 | BUGS BUNNY/ROAD RUNNER 1 | 10:30 | 30 | SAT. | C | 4,190 | 5.0 | 18 | 199 | 98 |
| CAPITOL | 2:30 | 30 | M-F | C | 5,610 | 6.7 | 22 | 196 | 96 | BUGS BUNNY/ROAD RUNNER 2 | 11:00 | 30 | SAT. | C | 4,440 | 5.3 | 20 | 193 | 95 |
| CBS EARLY MORNING NEWS | 6:30 | 30 | M-F | C | 1,170 | 1.4 | 18 | 136 | 89 | BUGS BUNNY/ROAD RUNNER 3 | 11:30 | 30 | SAT. | C | 4,440 | 5.3 | 20 | 182 | 88 |
| CBS MORNING NEWS 1 | 7:30 | 30 | M-F | C | 2,510 | 3.0 | 18 | 198 | 99 | CAPTAIN KANGAROO-SAT | 7:00 | 60 | SAT. | C | 500 | .6 | 8 | 126 | 82 |
| CBS MORNING NEWS 2 | 8:30 | 30 | M-F | C | 2,850 | 3.4 | 16 | 198 | 99 | CBS NFL TODAY | 12:30 | 28 | SUN. | C | 4,940 | 5.9 | 22 | 198 | 99 |
| CELEBRITY FAMILY FEUD SP. | 11:00 | 30 | M-F | A | 2,510 | 3.0 | 12 | 170 | 87 | CBS NFL FOOTBALL GAME 1 | 12:58 | 191 | SUN. | C | 6,960 | 8.3 | 24 | 203 | 99 |
| DAYS OF OUR LIVES | 1:00 | 60 | M-F | N | 6,030 | 7.2 | 23 | 206 | 99 | CHARLIE BROWN/SNOOPY SHOW | 8:00 | 30 | SAT. | C | 1,760 | 2.1 | 17 | 183 | 93 |
| DIFF'RENT STROKES M-F | 12:00 | 30 | M-F | N | 2,850 | 3.4 | 12 | 129 | 64 | DUNGEONS AND DRAGONS | 9:30 | 30 | SAT. | C | 4,690 | 5.6 | 24 | 199 | 97 |
| EDGE OF NIGHT | 4:00 | 30 | M-F | A | 2,260 | 2.7 | 9 | 117 | 68 | FACE THE NATION | 11:30 | 30 | SUN. | C | 2,010 | 2.4 | 9 | 122 | 82 |
| FACTS OF LIFE M-F | 10:00 | 30 | M-F | N | 4,270 | 5.1 | 22 | 137 | 83 | FLINTSTONE FUNNIES | 8:00 | 30 | SAT. | N | 2,680 | 3.2 | 25 | 187 | 95 |
| FAMILY FEUD | 12:00 | 30 | M-F | A | 3,180 | 3.8 | 14 | 182 | 89 | IN THE NEWS- 8.26AM | 8:26 | 03 | SAT. | C | 1,930 | 2.3 | 15 | 183 | 93 |
| GENERAL HOSPITAL | 3:00 | 60 | M-F | A | 8,550 | 10.2 | 33 | 208 | 99 | IN THE NEWS- 9.56AM | 9:56 | 03 | SAT. | C | 4,940 | 5.9 | 24 | 199 | 97 |
| GOOD MORNING, AMERICA-730 | 7:30 | 30 | M-F | A | 3,520 | 4.2 | 25 | 202 | 99 | IN THE NEWS-10.26AM | 10:26 | 03 | SAT. | C | 4,020 | 4.8 | 18 | 194 | 96 |
| A GOOD MORNING, AMERICA-830 | 8:30 | VAR | M-F | A | 4,110 | 4.9 | 23 | 202 | 99 | IN THE NEWS-11.56AM | 11:56 | 03 | SAT. | C | 4,530 | 5.4 | 20 | 182 | 88 |
| GUIDING LIGHT | 3:00 | 60 | M-F | C | 6,790 | 8.1 | 26 | 204 | 99 | IN THE NEWS-12.26PM | 12:26 | 03 | SAT. | C | 2,930 | 3.5 | 13 | 172 | 86 |
| LOVING | 11:30 | 30 | M-F | A | 2,930 | 3.5 | 14 | 198 | 96 | LITTLES | 10:30 | 30 | SAT. | A | 3,440 | 4.1 | 15 | 197 | 96 |
| NBC NEWS AT SUNRISE | 6:30 | 30 | M-F | N | 1,090 | 1.3 | 13 | 169 | 91 | MEET THE PRESS | 12:00 | 30 | SUN. | N | 2,100 | 2.5 | 10 | 148 | 90 |
| NBC NEWS DIGEST-DAYTIME | 2:57 | 01 | M-F | N | 3,850 | 4.6 | 16 | 199 | 99 | MENUDO-10:25AM | 10:25 | 04 | SAT. | A | 3,520 | 4.2 | 16 | 198 | 99 |
| NEWSBREAK-11.57 | 11:57 | 02 | M-F | C | 6,030 | 7.2 | 28 | 182 | 88 | MENUDO-11:55AM | 11:55 | 04 | SAT. | A | 3,770 | 4.5 | 16 | 196 | 97 |

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUG. 27-SEPT. 2, 1984 6

| Program Name | New York Time | | | Ntwk | NIELSEN AVERAGE AUDIENCE | | | No. Sta. | Prog. Covg. |
|-----------------------------|---------------|-----|------|------|--------------------------|------|----|----------|-------------|
| | Duration | Day | | | Households (000) | % | % | | |
| WEEKEND DAYTIME (CONT) | | | | | | | | | |
| MR. T | 11:00 | 30 | SAT. | N | 5,030 | 6.0 | 22 | 201 | 98 |
| MONCHHICHIS | 8:00 | 30 | SAT. | A | 2,010 | 2.4 | 19 | 193 | 95 |
| NBC MAJOR LEAGUE PRE GAME | 1:30 | 17 | SAT. | N | 3,940 | 4.7 | 18 | 203 | 99 |
| NBC MAJOR LEAGUE BASEBALL | 1:47 | 175 | SAT. | N | 6,540 | 7.8 | 27 | 204 | 99 |
| NEW SCOOBY & SCRAPPY DOO | 9:00 | 30 | SAT. | A | 3,180 | 3.8 | 19 | 198 | 99 |
| NFL '84-NBC | 12:30 | 28 | SUN. | N | 3,180 | 3.8 | 14 | 199 | 98 |
| NFL FOOTBALL GAME 1-NBC | 12:58 | 190 | SUN. | N | 6,120 | 7.3 | 21 | 196 | 85 |
| NFL FOOTBALL GAME 2-NBC | 4:27 | 197 | SUN. | N | 10,390 | 12.4 | 33 | 208 | 98 |
| ONE TO GROW ON-8:28AM | 8:28 | 02 | SAT. | N | 3,270 | 3.9 | 28 | 187 | 95 |
| ONE TO GROW ON-8:58AM | 8:58 | 02 | SAT. | N | 3,690 | 4.4 | 24 | 199 | 97 |
| ONE TO GROW ON-10:28AM | 10:28 | 02 | SAT. | N | 6,540 | 7.8 | 29 | 203 | 99 |
| ONE TO GROW ON-10:58AM | 10:58 | 02 | SAT. | N | 5,780 | 6.9 | 25 | 200 | 97 |
| ONE TO GROW ON-12:28PM | 12:28 | 02 | SAT. | N | 2,680 | 3.2 | 12 | 146 | 73 |
| PAC-MAN | 9:30 | 30 | SAT. | A | 3,020 | 3.6 | 15 | 199 | 99 |
| PUPPY-FURTHER ADVENTURES | 11:00 | 30 | SAT. | A | 3,690 | 4.4 | 16 | 200 | 96 |
| RASCALS/RICHIE RICH | 8:30 | 30 | SAT. | A | 2,680 | 3.2 | 19 | 192 | 98 |
| RUBIK, THE AMAZING CUBE | 10:00 | 30 | SAT. | A | 3,770 | 4.5 | 17 | 198 | 99 |
| SATURDAY SUPERCARDE | 8:30 | 60 | SAT. | C | 3,020 | 3.6 | 19 | 194 | 95 |
| SCHOOLHOUSE ROCK-8:25AM | 8:25 | 04 | SAT. | A | 2,260 | 2.7 | 19 | 194 | 95 |
| SHIRT TALES | 8:30 | 30 | SAT. | N | 3,690 | 4.4 | 26 | 199 | 97 |
| | | | | | | | | | |
| SMURFS I | 9:00 | 30 | SAT. | N | 4,940 | 5.9 | 29 | 203 | 99 |
| SMURFS II | 9:30 | 30 | SAT. | N | 6,200 | 7.4 | 31 | 203 | 99 |
| SMURFS III | 10:00 | 30 | SAT. | N | 6,700 | 8.0 | 30 | 203 | 99 |
| SPIDERMAN/HULK 1 | 11:30 | 30 | SAT. | N | 3,020 | 3.6 | 14 | 147 | 74 |
| SPIDERMAN/HULK 2 | 12:00 | 30 | SAT. | N | 2,680 | 3.2 | 12 | 146 | 73 |
| SPORTSBEAT | 4:30 | 30 | SAT. | A | 2,100 | 2.5 | 8 | 167 | 82 |
| SPORTSWORLD-SAT. | 4:41 | 79 | SAT. | N | 3,520 | 4.2 | 13 | 168 | 89 |
| SUNDAY MORNING | 9:00 | 90 | SUN. | C | 3,100 | 3.7 | 19 | 171 | 94 |
| TARZAN LORD OF-JUNGLE | 10:00 | 30 | SAT. | C | 4,190 | 5.0 | 19 | 194 | 96 |
| THIS WEEK-DAVID BRINKLEY | 11:30 | 60 | SUN. | A | 3,020 | 3.6 | 14 | 179 | 95 |
| THUNDARR | 12:30 | 30 | SAT. | N | 2,350 | 2.8 | 11 | 118 | 67 |
| U.S. AMATEUR GOLF CHAMP.(S) | 4:30 | 158 | SUN. | A | 2,510 | 3.0 | 8 | 193 | 98 |
| US OPEN TENNIS-SAT(S) | 12:30 | 329 | SAT. | C | 2,100 | 2.5 | 9 | 203 | 99 |
| US OPEN TENNIS-SUN(S) | 4:29 | 151 | SUN. | C | 3,100 | 3.7 | 10 | 200 | 99 |
| US OPEN TENNIS-SUN.(S) | 4:00 | 29 | SUN. | C | 1,840 | 2.2 | 6 | 160 | 84 |
| NUMBER OF PROGRAMS 60 | | | | | | | | | |

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000